

Center of Virginia, includes cardiac catheterization laboratories, cardiovascular surgery, cardiovascular recovery unit, coronary care unit, cardiac diagnostic laboratories, nuclear cardiology, cardiac electrophysiology, and cardiopulmonary rehabilitation.

Mr. Speaker, I hope you will join me in honoring this fine American and a true patriot.

THE WASTE OF THE UNINSURED

HON. FORTNEY PETE STARK

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Friday, November 10, 1995

Mr. STARK. Mr. Speaker, Republicans are crowing today that they have discovered that the failed Clinton health care plan cost \$14 million to develop.

Yes, that was a waste. It should have been done differently, in the open, and with more congressional consultation.

Some \$14 million, Mr. Speaker. That's about the cost of care for 14 very premature babies that could have been prevented if people had health insurance. That's about the cost of 28 cancer cases that could have been detected earlier if people had health insurance.

Yesterday, the Robert Wood Johnson Foundation estimated that the Republican Medicaid cuts would increase the number of uninsured by 50 percent. We already have 40 million uninsured. With their cuts it will rise to 68 million.

There is the true waste, Mr. Speaker. People will die; families will be destroyed; children will suffer because of the budget actions of the Republican majority. Some \$14 million was wasted—and it will be nothing, nothing, compared to the waste and death and pain that their budget bill will impose on the Nation.

PERSONAL EXPLANATION

HON. PETER G. TORKILDSEN

OF MASSACHUSETTS

IN THE HOUSE OF REPRESENTATIVES

Friday, November 10, 1995

Mr. TORKILDSEN. Mr. Speaker, I was unavoidably detained yesterday afternoon and did not vote on rollcall No. 781, final passage of H.R. 2586, the temporary increase in the statutory debt limit.

Had I been able to vote, I would have voted "aye."

DEPARTMENT OF ENERGY CONTROVERSY: WE NEED TO MOVE ON

HON. BILL RICHARDSON

OF NEW MEXICO

IN THE HOUSE OF REPRESENTATIVES

Friday, November 10, 1995

Mr. RICHARDSON. Mr. Speaker, recently there has been a flurry of press articles concerning Energy Secretary Hazel O'Leary and a DOE consulting contract involving Carma International and a so-called enemies list of the press.

I am attaching some factsheets concerning these issues. Hazel O'Leary has done a great

job as Energy Secretary. While not condoning the Carma contract, we should look at all the facts before making any such judgments. The problem of the contract has been corrected and we need to move on.

The Wall Street Journal ran an article on Thursday, November 9, 1995, entitled "Turning the Tables, Energy Department Reports on Reporters."

The Journal article reports that DOE hired Carma International to compile an enemies list. This is simply not true.

The company, Carma International, was asked to provide quantitative and qualitative measurements of the Department's public affairs efforts to see if the Department was doing its job right.

The service purchased was a statistical analysis of the Department's news clips.

There exists nothing behind the numbers—it is only a survey of news written about the Department and its actions. These actions are sometimes controversial and media reports would reflect varied opinions.

The article led its readers to believe that the Department was "reporting on reporters"; the Department did nothing of the sort "poking around on reporters"; the Department did nothing of the sort.

The original focus on the Journal story was the tremendous growth in the media analysis business.

The tenor of the article regarding the investigating of individual journalists was used to describe some services provided by the industry—not Carma, Inc., nor the service provided to the Department.

It is this investigative side of the business—that the Department did not request, pay for, or receive—that has now unfairly become tar that has brushed the Department and the Secretary.

According to press reports, Carma's media analysis services have been retained by the Internal Revenue Service, the U.S. Postal Service, and the Republican National Committee.

FACT SHEET ON THE DEPARTMENT OF ENERGY'S USE OF MEDIA ANALYSIS

Reports that the Department of Energy compiled an "enemies list" at taxpayers' expense are dead wrong.

In January 1995, the Department of Energy's Office of Public Affairs asked Carma International to evaluate the effectiveness of its public outreach efforts by performing a series of media analysis.

This effort was launched in response to the Secretary's pledge to make the Department of Energy more open and responsive to the public, and to hold every program within the Department accountable to measurable standards of success.

The Carma analysis was an attempt to measure how the Office of Public Affairs was succeeding in earning the public trust—it was not intended as an analysis of the news coverage itself.

Between January and August 1995, Carma International gathered data. Carma analyzed items that appeared in newspapers, magazines, trade publications, wire services, and on television and radio, concerning the Department of Energy's activities around the country.

The firm took the unfortunate approach of characterizing stories, reporters and sources of information cited in the stories as "favorable" and "neutral." The firm then rated the top 25 "favorable" "unfavorable" and "neutral" sources of information regarding the

Department. This was not a service requested by the Department of Energy.

After reviewing the reports prepared by Carma International, the Secretary determined that the information contained in them was neither useful as a measure of success, nor helpful in identifying areas for improvement in the Office of Public Affairs.

In August, the contract with Carma International was cancelled, at a total cost of about \$46,500.

The reports were never used or cited again until the Wall Street Journal published its story on today's front page.

Carma International never conducted any background investigations, or compiled any "enemies list."

The list of reporters and "unfavorable" sources cited in the Carma International report was never used in any way, shape or form by the Department of Energy.

THE FACTS

BACKGROUND

The Government Performance and Results Act of 1993 (P.L. 103-62) requires that an annual performance plan be developed "covering each program activity set forth in the budget" of every government agency. Each performance plan must "establish performance indicators to be used in measuring or assessing the relevant outputs, service levels, and outcomes of each program activity."

Consistent with P.L. 103-62, all programs in the Department have developed strategic plans and metrics for measuring their performance.

The DOE Office of Public Affairs prepared a performance plan in consultation with a strategic planning group that included members of the trade associations, academia, interest groups, and DOE employees. This group was charged with identifying ways to measure and improve the Department's communication with the public.

The strategic planning group recommended that the Department prepare a media analysis to track its performance in public communication of the complex issues and missions of the Department of Energy.

As a first step, the DOE Office of Public Affairs assessed the cost of performing the recommended media analysis inside DOE. The cost of such an assessment was determined to be \$170,000.

The Office of Public Affairs determined that the task could be performed by a contractor more effectively and for less money. The Office examined private sector options.

In January 1995, the Office of Public Affairs purchased the services of the Carma International company.

Carma International was paid \$46,500 for the service that they provided from January to August 1995.

The company provided seven reports to the Office of Public Affairs.

THE CARMA SERVICE

In order to evaluate the effectiveness of the DOE Office of Public Affairs, Carma International was asked to provide quantitative and qualitative measurements.

The purpose was to allow the Department to better understand whether the products of the DOE Office of Public Affairs were useful and informative to reporters and the public.

The goal was to improve the quality of information made available about a broad range of Departmental activities.

The purchase order for the Carma services requested that the company "analyze" media stores "to determine what message is getting out to the public." It also requested that the company provide input on whether "the information is being presented in a favorable or unfavorable manner."